

IN THE CLAIMS:

Please amend Claims 1, 2, 10, 11, 19 and 22 so as to read as follows:

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1. (Amended) A liquid crystal display method for displaying an image to pixels by supplying a data signal to a plurality of column lines arrayed in parallel to one another and by supplying a select signal to a plurality of row lines arrayed in parallel to one another in a direction in which the row lines intersect the column lines, each of the pixels being made up of a pixel electrode connected to a selected one of said plurality of column lines via a TFT, of which a gate is connected to a selected corresponding one of said plurality of row lines, a counter electrode, and a liquid crystal between the pixel electrode and the counter electrode, wherein the pixel electrode is supplied with voltages corresponding to the data signal, and wherein the voltages supplied to the pixel electrode have a positive polarity and a negative polarity with respect to a potential level of the counter electrode during the display of images, the liquid crystal display method comprising:

a step for supplying the select signal to the nth (where n is a positive integer) row line and also supplying the data signal to the column lines, thereby displaying an image based on the data signal to pixels located at intersecting points between the nth row line and the individual column lines;

a step for next supplying the select signal to the $(n+m)$ th row line (where m is a positive integer), and also supplying to the column lines a black display signal for displaying a black image to said pixels, thereby displaying the black image to pixels located at the intersecting points between the $(n+m)$ th row line and the individual column lines;

a step for iterating the image display operation based on the data signal and the black image display operation while sequentially shifting the row line to which the select signal is supplied; and

a step for, with a return to the first row line if the $(n+m)$ th row line, to which the select signal is supplied, is beyond the last row line, displaying the image based on the data signal and the black image to all the pixels within one frame period.

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2. (Amended) A liquid crystal display method for displaying an image to pixels by supplying a data signal to a plurality of column lines arrayed in parallel with one another and by supplying a select signal to a plurality of row lines arrayed in parallel with one another in a direction in which the row lines intersect the column lines, each of the pixels being made up of a pixel electrode connected to one of said plurality of column lines via a TFT, of which the gate is connected to a corresponding one of said plurality of row lines, a counter electrode, an a liquid crystal between the pixel electrode and the counter electrode, wherein the pixel electrode is supplied with voltages corresponding to the data signal, and wherein the voltages supplied to the pixel electrode have a positive polarity and a negative polarity with respect to a potential level of the counter electrode during the display of images, the liquid crystal display method comprising:

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a step for supplying the select signal to the n th row line (where n is a positive integer) and also supplying the data signal to the column lines, thereby displaying an image based on the data signal to pixels located at intersecting points between the n th row line and the individual column lines;

a step for next supplying the select signal simultaneously to a plurality of row lines other than the n th row line, and also supplying to the column lines a black display signal for displaying a black image to the pixels, thereby displaying the black image to pixels located at intersecting points between the plurality of row lines and the individual column lines;

a step for iterating the image display operation based on the data signal and the black image display operation while sequentially shifting the row line to which the select signal is supplied; and

a step for, with a return to the first row line if the plurality of row lines, to which the select signal is supplied, are beyond the last row line, displaying the image based on the data signal and the black image to all the pixels within one frame period.

10. (Amended) A liquid crystal display device having:

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a display panel in which are formed at least a plurality of column lines arrayed in parallel with one another, a plurality of row lines arrayed in parallel with one another in a direction in which the row lines intersect the column lines, and pixels, each of the pixels being made up of a pixel electrode connected to one of said plurality of column lines via a TFT, of which the gate is connected to a corresponding one of said plurality of row lines, a counter electrode, an a liquid crystal between the pixel electrode and the counter electrode, wherein the pixel electrode is supplied with voltages corresponding to the data signal, and wherein the voltages supplied to the pixel electrode have a positive polarity and a negative polarity with respect to a potential level of the counter electrode during the display of images; a column line driver for supplying a data signal to the column lines; and a row line driver for supplying a select signal to the row lines, the liquid crystal display device comprising:

a display control section for supplying an image signal and a control signal to the column line driver, while supplying a control signal to the row line driver, thereby controlling image display operation to the display panel;

black display signal generating means for generating a black display signal to thereby display a black image to the pixels; and

a selector switch provided in the column line driver and operative for switchedly selecting alternately between a data signal based on an image signal derived from the display control section and a black display signal derived from the black display generating means,

wherein the display control section supplies to the row line driver a control signal for making the row lines sequentially selected, where the select signal is supplied to the n th row line while the data signal is selected by the selector switch, and where the select signal is supplied to the $(n+m)$ row line while the black display signal is selected by the selector switch.

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11. (Amended) A liquid crystal display device having:

a display panel in which are formed at least a plurality of column lines arrayed in parallel with one another, a plurality of row lines arrayed in parallel with one another in a direction in which the row lines intersect the column lines, and pixels, each of the pixels being made up of a pixel electrode connected to one of said plurality of column lines via a TFT, of which the gate is connected to a corresponding one of said plurality of row lines, a counter electrode, an a liquid crystal between the pixel electrode and the counter electrode, wherein the pixel electrode is supplied with voltages corresponding to the data signal, and wherein the voltages supplied to the pixel electrode have a positive polarity and a negative polarity with respect to a potential level of the counter electrode during the display of images, a column line driver for supplying a data signal to the column lines; and a row driver for supplying a select signal to the row lines, the liquid crystal display device comprising:

a display control section for supplying an image signal and a control signal to the column line driver, while supplying a control signal to the row line driver, thereby controlling image display operation to the display panel;

black display signal generating means for generating a black display signal to thereby display a black image to the pixels; and

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a selector switch provided in the column line driver and operative for switchedly selecting alternately between a data signal based on an image signal derived from the display control section and a black display signal derived from the black display generating means,

wherein the display control section supplies to the row line driver the control signal for making the row lines sequentially selected, where the select signal is supplied to the nth row line while the data signal is selected by the selector switch, and where the select signal is supplied to the plurality of row lines other than the nth row line while the black display signal is selected by the selector switch.

19. (Amended) The liquid crystal display device according to Claim 10, wherein

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the display control section, in response to a command signal from external, selectively outputs a control signal to set the selector switch so as to supply the black signal for a first display mode, or a control signal to set the selector switch so as to supply the data signal for a second display mode.